

Joint Meeting of the New River/Mount Rogers Workforce Development Board and Consortium Board

MEETING MINUTES

December 6, 2023

CALL TO ORDER

Chair Miller and Chair Biggs, respectively, called to order the Joint meeting of the NRMW Workforce Development Board, the Consortium Board and the Workforce Development Foundation at 10:06 am on December 6, 2023 in person at the Wytheville Meeting Center and online via Zoom.

MOMENT OF REFLECTION

Chair Biggs lead the Boards in the Pledge of Allegiance and in a moment of reflection.

ROLL CALL

Ms. Holliday conducted a roll call. The following persons were present and online a quorum was not present for those Board members in attendance:

Board Members In Person

Consortium Board

Montgomery County – Mary Biggs, Chair
Floyd County – Linda Millsaps
Grayson County – Michael Hash
Pulaski County – Laura Walters
Washington County – Charlie Hargis

Workforce Development Board

Mike Miller, Chair
Thad Austin
Jimmy Smith
Chris Pfohl
Jeff Dunnack
Carla Pauley

Phil Hull
Mary Anne Holbrook
Nicole Hair
Shannon Mutter
Martha Smith
Jay Williams
Vicky Collins
Tim McVey
John Overton
Jordan Loupe

WDB Online

WDB - Alternates

Beth Carico (Brian Phipps)

Workforce Foundation

Mike Miller - Chair
Thad Austin – Vice Chair
Mary Biggs
Cameron Burton
Vickie Collins
Steve Fletcher
Adam Kidd
Laura Walters

Staff

Marty Holliday
Kimber Simmons
Renee Sturgill
Jenny Bolte
Angi Chandler
Kathy Pickel
Madison Matney
Joewell Jackson
Clay Stein
Marjorie Martin
Crystal Price-Wynn
Karen Rhodes
Denise Lee
Della Wheeler

Guests

Beth Carico
Christina Tyler
Nancy Gibson
Will Byrd
Sherry Deel
Christy Tolbert
Sabrina Roberts
Crystal Breeding
Kathy Malone
John Mathews
Jackie Fox
Tristan Hickman
Domonique Reeves
Phillis Connor
Jennifer Foster

The WDB and Foundation each had a quorum. The Consortium Board did not have a quorum and the Executive Committee will meet at the end of the general meeting.

APPROVAL OF AGENDA

Ms. Walters made the motion to approve the Agenda, Mr. Austin seconded the motion and the motion was passed unanimously by all those in attendance.

INTRODUCTION OF Board Staff and Guests

Ms. Holliday introduced Board staff. Ms. Carico introduced People Inc staff. All other guest were invited to introduce themselves.

PUBLIC COMMENT PERIOD

There was no public comment.

APPROVAL OF CONSENT AGENDA

For the WDB Mr. Austin made a motion to approve the consent agenda as previously sent out to all members with a second from Ms. Pauly. Motion passed.

For the Foundation Ms. Walters made a motion to approve the consent agenda as reviously sent out to all members with a second from Mr. Austin. Motion passed.

AGREEMENT BETWEEN THE CONSORTIUM BOARD and FOUNDATION BOARD

For the foundation Ms. Biggs made the motion to approve the Agreement between the Consortium Board and the Foundation Board. Mr. Austin seconded the motion and the motion passed unanimously.

EXECUTIVE DIRECTOR REPORT

Ms Holliday gave an overview of the opportunity to move funds between Adult and DLW funds. She explained that approval from the WDB and Consortium Board was a requirement to move funds and she was asking for that approval should the need arrive in the future. Mr. Dunnack made the motion to give approval to staff to move \$200,000 of PY22 DLW funds to Adult Funds should they determine that there is a need. Ms. Holbrook seconded the motion and the motion passed unanimously.

Ms. Holliday gave an update on the Workforce Transition Advisory Committee.

PARTNER REPORTS

Reports for the following partner agencies were given: Adult Education, Ms. Mutter; Community Based Organizations, Ms. Holbrook, and Mr. Phipps; Economic Development, Ms. Hair: Job Corp, Mr. Loupe; TANF Programs, Ms. Collins; Title 1 Rehabilitation Act of 1973, Ms. Altizer; Virginia's Employment Services, Ms. Lowe; WIOA Title 1 Programs, Ms. Carico

NEXT MEETING

Ms. Holliday stated the next meeting would be:

WDB – February 28, 2024 (virtual) beginning at 10am

Consortium Board – March 20, 2024 (in-person at the Wytheville Meeting Center) beginning at 10am

Foundation – will be sometime in February and she'll reach out to members to set a date.

ADJOURNMENT

The official meeting of the WDB and Foundation Board was adjourned at 11:00 am for lunch and a presentation of the Strategic Plan.

CALL TO ORDER OF THE CB EXECUTIVE COMMITTEE MEETING: Due to a lack of quorum the Consortium Board Executive Committee was called at 11:02 am to take action on all items that needed Board approval. As per By-Laws of each Board, the Executive Committees may take action on behalf of the board when needed. The following Executive Committee Members were physically in attendance: Ms. Biggs, Ms. Walters, and Mr. Hargis. Items that were presented for a vote and unanimously passed: Consent Agenda, the Agreement Between the Consortium Board and the Foundation Board, and the approval of transferring \$200,000 of PY22 DLW funds to Adult funds should the Executive Director deem it necessary. The Executive Committee meeting was adjourned at 11:04.

STRATEGIC PLAN UPDATE

Ms Holliday provided a document with an update on the progress towards meeting the goals, strategies and action items (see attached) and a formal presentation for a Strategic Plan Update.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Marty Holliday".

Marty Holliday
Executive Director

Goal, Strategy and Action Item Evaluation Table
Status as of Nov. 30, 2023

GOAL 1: Build the region’s talent supply to align with current and anticipated business needs and ensure workers earn family sustaining wages.

A. Increase the use of Career Pathways and Lattice Models for targeted industries

A1	Coming in 2024: Through the Community Project Filling the Trades Gap, Sector Partnerships in Healthcare, Manufacturing and Skilled Trades/Construction will review current Career Lattices to ensure they match the talent needs of businesses in those industries.
A2	Coming 2024: Through the Community Project Filling the Trades Gap, Sector Partnerships in Healthcare, Manufacturing and Skilled Trades/Construction will provide opportunities to engage with businesses to gather occupational information and validate occupations/pathways/lattices in their industry.
A3	Coming 2024: Once the Sector Partnerships have vetted the Career Lattices (and any updates are completed) a professional development opportunity will be created to share the visual Career Pathway Tool with workforce system partners, education, and businesses
A4	We have not yet begun to work with local community colleges credit to increase prior learning opportunities that support In-demand occupations along the career pathways identified in the tools.

B. Develop three new Integrated Education and Training (IET) programs offerings in partnership with business/industry. Since the beginning of this strategic plan, three IETs have been developed: Production Technician, CNA and Basic Construction Skills.

B1	Through the IET model being used, through partnerships with businesses staff have determine from businesses the education, skill, and credential levels needed for employment and integrate into the Integrated Education and Training programs.
B2	Partner and stakeholder awareness of IETs have been raised through presentations, Integrated Resource Team presentations & meetings
B3	Through the focus of many discretionary grants and partner collaborations the region has been able to deliver equitable and universal services to jobseekers, including low-skilled adults, persons with disabilities, veterans, individuals with substance use disorder, justice involved, individuals 200% of

	poverty with dependent children, non-native English speakers, and unemployed and underemployed workers.
B4	In partnership with Mount Rogers Regional Adult Education Program and Literacy Volunteers of the NRV several discretionary grants were able to provide concurrent and contextual workforce preparation activities and workforce training
B5	Include community college FastForward programs, integrating the Virginia Ready initiative, in the IET program offerings.
B6	Incorporate opportunities and initiatives offered in the region and expand services for IET participants using Integrated Resource Teams
B7	Through regional 14 job fairs and through business outreach activities the board has been able to connect businesses with successful program completers.
B8	See attachment ? for a listing of professional development opportunities that have been offered to enhance the knowledge and skills of partners and stakeholders
C. Provide a minimum of ten jobseeker and business engagement events annually.	
C1	To date no reverse job fairs have been offered.
C2	To date no social events have been offered to
C3	14 in-person and 0 virtual job/career fairs have been offered
C4	9 customized job/career fairs for specific companies and/or industries based on their specific needs.
C5	To date a youth mentoring program has not been started
D. Increase the capacity of the workforce system by expanding the professional development of workforce professionals	
D1	There were several business engagement professional development opportunities offered at the Business Symposium for partner staff to take advantage of.
D2	This year's professional development opportunities that focus on increasing frontline staff's ability to serve job seekers, especially those with barriers to employment were: Employability Skills, Windmills and Words Matter training sessions.
D3	Coming in 2024: Offer one self-improvement professional development opportunity annually to all partner staff.

Goal 2: Increase opportunities for the region’s businesses to fill jobs in high demand occupations that are strategic to the region’s economy.	
A. Increase by twenty percent business engagement efforts.	
A1	Propose a plan and services to mediate risk for companies that are identified at risk of lay-off through Business Solutions Teams and other sector initiatives. .
A2	Connect companies that are in a position of growth as identified through Business Solutions Teams and other sector initiatives to appropriate organizations, funding, and initiatives
A3	Provide Incumbent Worker Training and other Work-Based Learning opportunities to support business growth and transitions.
A4	Coordinate customized company specific talent recruitment and retention efforts
A5	DEAD. Continue to promote and use the KnowledgeToWork.com portal as a virtual career fair platform highlighting the competencies that are needed for in-demand occupations.
A6	<i>This year we hosted the following business workshops and/or webinars that provide businesses with relevant information about talent recruitment, retention, supervision, and others information: 5G in the Workplace, the First Annual Business Symposium with 10 unique workshops to attend and 14 partner booths to share regional business support resources.</i>
B. Leverage the four Business Solutions Teams to identify and address the service delivery needs of businesses.	
B1	Use the Customer Relationship Management tool, B2B Engage®, as a method of coordinating business engagement efforts and information sharing
B2	Devise an early warning system to gather business information in order to meet the business needs in all phases of the business.
B3	Collaborate with local economic development partners taking lead on business retention and growth initiatives
B4	Coordinate and sponsor semi-annual professional development opportunities to enhance the knowledge and skills of Business Solutions Team members.
B5	Continue to focus on the “No Wrong Door” approach for businesses to connect to the workforce system in each micro-region

B6	Engage with businesses in each micro-region to determine pain-points and to coordinate workforce and/or training programs that address their challenges.
B7	<i>The four regional BSTs planned and implemented four regional hiring events, and 5G workshops, and the Business Symposium to support their micro-region businesses</i>
B8	?? Workforce Exchange events were held for businesses to increase workforce system partner's knowledge of the hiring practices and needs of specific businesses in the region.
C. Through a sector approach, engage businesses and other partners, such as economic development, education and training providers, chambers of commerce, and community organizations, to align public and private resources to address business needs in those sectors.	
C1	<i>LMI data (from the annual runs that we request) was provided to education, chambers, economic development and other organizations to ensure that the "in demand" occupations for each sector are highlighted.</i>
C2	<i>Board staff participated in activities and events of Southwest Virginia Alliance for Manufacturing, the Roanoke-Blacksburg Technology Council and the Appalachian Council for Innovation throughout the year.</i>
C3	<i>Through our partners and social media post outreach efforts were targeted to jobseekers to communicate information about in-demand careers in targeted industries and career pathways for businesses in the region, with special focus on underserved populations.</i>
C4	<i>Staff attended high school events to communicate information about in-demand careers in targeted industries and career pathways for businesses in the region to high school students through activities with our VR equipment.</i>
C5	<i>Workforce Wednesday post on Facebook Highlight job opportunities. Work Talk Podcast have highlighted industry sectors, training opportunities and transition supports.</i>
D. Increase the understanding, accessibility, and usage of worked-based learning, in the region's high demand occupations.	
D1	<i>A Work-Based Learning Specialist has been hired to promote to business the practice of job shadowing for instructors and students in CTE, community colleges, WIOA and discretionary grant projects, and others.</i>

D2	Promote to businesses and jobseeker customers through presentations and engagement activities Work-Based Learning, including Registered Apprenticeship, On-the-Job Training, Customized Training, Incumbent Worker Training, Transitional Jobs, Work Experiences, and others.
D3	<i>With changes to the Virginia Apprenticeship program there is an opportunity to work with them as an Intermediary to develop an apprenticeship program</i>
D4	<i>Best-practices and Success Stories are routinely shared with stakeholders and businesses through various outreach tools, including newsletters, e-marketing campaigns, podcasts, and infographics</i>
D5	<i>Through the Ready SWVA funding Major Clarity is being funded for two years to support the Southwest Virginia United Way Ignite Program</i>
E. Increase engagement and support to regional businesses that were particularly economically impacted during the COVID-19 pandemic.	
E1	Use intel from local economic development staff and chamber staff to identify businesses that might have been negatively impacted by COVID..
E2	Create opportunities for those businesses to engage with the workforce system and each other for support, information sharing and services.
Goal 3: Increase outreach and recruitment efforts promote workforce services, stimulate career awareness, and promote Career Pathway opportunities of regional businesses.	
A. Increase use of social media and other tools to tell the regional workforce story and promote regional workforce programs.	
A1	<i>Staff have a set a schedule for regular postings to Facebook, Instagram, and LinkedIn about job openings, trainings and success stories..</i>
A2	<i>Staff regularly use social media accounts to promote partner activities as well as board activities</i>
A3	Staff highlight Success Stories to stakeholders in a variety of ways, including presentations, reports, social media, etc.
A4	On social media, staff highlight Programs weekly
A5	Increase staff proficiency by using resources to learn how to tell stories using data

B. Increase workforce, community, education (including K12) and economic development partner participation in BSUs and sub-region Partner activities to serve businesses and job seekers in a more effective and efficient way.	
B1	Engage board Staff in BSU Meetings to invite partners to participate.
B2	Share meeting notes and highlight accomplishments made with partners seeking to engage.
B3	<i>The Business Services Coordinators shares business solution activities, successes and impacts at board meetings</i>
B4	<i>The Business Forum and various hiring events provided opportunities for workforce, community, education, and economic development partners to develop relationships and discuss partner contributions to business and jobseeker services.</i>
C. Increase the effectiveness of work-based learning program outreach to businesses and potential participants	
C1	<i>An outreach campaign is being developed to identify the benefits of work-based learning to businesses and potential participants.</i>
C2	Create Success Stories highlighting the impact work-based learning had on employee effectiveness.
C3	<i>At the Business Forum on of the workshops highlighted successes and impacts of work-based learning at board meetings and other events to raise awareness of its importance in training to upskill the workforce and provide customized training for businesses.</i>
D. Use data and success stories to demonstrate the impact of workforce programs on the region	
D1	Measure the financial and social impact of workforce development programs and activities through and annual Return on Investment report and project specific impact reports.
D2	Use qualitative and quantitative data in reports made available to the public and shared through e-marketing efforts.
Goal 4: Reduce workforce system barriers through collaboration and innovative solutions	
A. Increase the use of Integrated Resource Teams to create customer-centered partnerships and improve employment outcomes for jobseekers.	

A1	Program Coordinators, Workforce Navigators & constantly coordinate services and leverage funding with various programs & partners to give jobseekers comprehensive, wrap-around services that are tailored to their unique needs and employment goals.
A2	Funding is limited, frontline staff continue to seek out and collaborate with partners to provide more intensive services to jobseekers
A3	A great amount of time and effort was used to get partners to use ProjectHub® as a tool to communicate and collaborate with each other to address the jobseeker's challenges to employment. It has proven to be something partners are unwilling to do as they already must put documentation in their own system of records. The ability to share participant information continues to be a problem.
A4	We have been unable to develop shared forms and eliminate the duplication of data collection from jobseekers.
A5	Many of our participants are still working to gain control of their own lives. We have been unable to encourage and empower the jobseeker to be in lead of his/her IRT
B. Increase partnerships with services for worker commuting, maintaining sobriety, childcare assistance, housing, and other barriers that present challenges to successful obtainment and retention of employment.	
B1	We are continuing our efforts to learn about our partners and their programs, seek out new partners in an effort to use the collective impact model to become more knowledgeable of, collaborate with and support partner efforts to address worker barriers to employment
B2	The Deputy Director, the BSTs and various Partner groups allow for the coordination of partner engagement activities, both virtual and in person, for information sharing and coordination of efforts
B3	The Recovery Ready Region is continually being evaluated. Working in partnership with the Virginia Rural Health Association (with assistance from college interns) to identify and make contact with resources. We are seeking out new organizations/partnerships to support this initiative and individuals with SUD.
B4	The boards continue to partner with United Way SWVA on the SWVA Ready Child Care Initiative through funding (a WIOA grant) and board staff sit on various groups that are working to find the solutions for this important issue.

B5	To date limited work with organizations to increase transportation opportunities (public and/or others) for those needed the services for training and/or employment.
B6	In order to increase use of Ticket to Work and other programs that support individuals with disabilities a board staff person is going through training to be a Community Work Incentive Coordinator (CWIC) and will be able to focus on this population.
C. Leverage discretionary funds and support innovative initiatives to remove the largest barriers to employment (e.g., affordable childcare, transportation, housing, broadband access).	
C1	This past year the Boards evaluated and the Foundation is now in it's final stages of becoming an IRS designated non-profit so it can function as the primary fundraising arm of the region's boards to increase discretionary funding opportunities to support programs and initiatives to lessen barriers to employment and training
C2	Board staff have sponsored several professional development to frontline staff to advance their coaching skills to support jobseeker goals (e.g. Windmill training and Words Matter training for serving individuals with disabilities and other barriers).
C3	Board and program operator staff routinely use assessments to effectively determine, address, and monitor the jobseeker's life, academic, employability, and technical skills advances toward employment goals
C4	Board staff continue to put in time and effort to build collaboration and increase communicate with partners in an effort to increase the use of Integrated Resources Teams and other shared tools to provide an array of comprehensive services to jobseekers
C5	Although a "formal" Youth Mentoring program has not been develop and implement, YouthBuild staff are providing mentoring through the Give Back Days and in the classroom during training.
D. Strengthen alignment of service delivery with other workforce and community programs, such as corrections, social services, public libraries, businesses, and veterans' services	
D1	Board staff have sponsored several professional development to frontline staff to advance their coaching skills to support jobseeker goals (e.g. Windmill training and Words Matter training for serving individuals with disabilities and other barriers).
D2	Although work continues, IRTs have not become a standard of practice.
D3	Board and program operator staff recognize the collective impact model to maximize resources by directing jobseekers to qualified partners to deliver service(s)
D4	Due to serving harder to serve populations staff routinely reach out to faith-based organizations by attending various community meetings. A formal campaign has not happened yet.

D5	Staff actively participate on various STRONG ACC Committees and the Recovery Ready Region work continues. Many new partners have been identified and contacted to support our various participants as needed.
D6	Due to most programs needing work-based learning, staff routinely partner with businesses where appropriate to support job seekers with work based learning opportunities.